

ORDER



Orders	Order / Rev:	<u>683633</u>
	Alt Order #:	<u>06143058</u>
	Product Desc:	<u>KAINE FOR SENATE</u>
	Estimate:	<u>11069</u>
	Flight Dates:	<u>10/29/12 - 11/06/12</u>
	Original Date / Rev:	<u>05/15/12 / 05/15/12</u>
	Order Type:	<u>Political</u>

WUSA
Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency	Name:	Media Strategies & Research/ POL
	Buying Contact:	
	Billing Contact:	
		11350 Randon Hills Road, Suite 670
		Fairfax, VA 22030

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Kaine,T/D/Sen/VA
	Demographic:	A35+
	Product Codes:	PL-US Senate
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
Order Separation: **00:15:00**
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	91	\$137,725.00	\$117,066.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	91	\$137,725.00	\$117,066.25	0.00
Totals	91	\$137,725.00	\$117,066.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Aaron Ashe Start Of Order - End Of Order 100%

Order Share	Share	Total
WUSA	23%	\$137,725.00
Market	100%	\$598,804.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$5,988.04
WDCA	1%	\$5,988.04
WJLA	19%	\$113,772.83
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$209,581.52
WTTG	21%	\$125,748.91
WWPX	0%	\$0.00

Order / Rev: 683633
Alt Order #: 06143058
Flight Dates: 10/29/12 - 11/06/12

Advertiser: Kaine,T/D/Sen/VA
Product Desc: KAINE FOR SENATE
Estimate: 11069

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WUSA	10/29/12	11/02/12	CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$300.00		0.00			
E 4	WUSA	11/03/12	11/03/12	8-10a Sa CBS This Morn	CM	8-10AM	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				CBS This Morning: Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$150.00		0.00			
E 5	WUSA	10/29/12	11/02/12	Price Is Right	CM	11a-12p	M-W-F--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
				The Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-W-F--		3				\$375.00		0.00			
E 6	WUSA	10/30/12	11/01/12	9 News @ Noon	CM	12-1230P	-T-T---	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
				9 News @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---		2				\$300.00		0.00			
E 7	WUSA	11/02/12	11/02/12	DT Soaps	CM	9A-3P (12:30 PM-3:00 PM)	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$400.00		0.00			
E 8	WUSA	11/04/12	11/04/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,000.00		0.00			
E 9	WUSA	10/29/12	10/31/12	3-4p	CM	3-4p	M-W----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
				The Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-W----		2				\$225.00		0.00			
E 10	WUSA	10/30/12	11/01/12	4-5p	CM	4-5p	-T-T---	:30	2	\$325.00	P-3	0.00	NM	2	\$650.00
				Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---		2				\$325.00		0.00			
E 11	WUSA	10/29/12	11/02/12	9 News @ 5p	CM	5-6p	MTWTF--	:30	10	\$700.00	P-2	0.00	NM	10	\$7,000.00
				9 News @ 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		10				\$700.00		0.00			
E 12	WUSA	10/29/12	11/02/12	9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
				9 News @ 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$900.00		0.00			
E 13	WUSA	10/29/12	11/02/12	9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
				9 News Tonight 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$800.00		0.00			
E 14	WUSA	11/03/12	11/03/12	9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				9 News @ 6p Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$350.00		0.00			
E 15	WUSA	11/03/12	11/03/12	CBS Evening News Sat	CM	Sat 630-7p	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				CBS Evening News Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$600.00		0.00			
E 16	WUSA	11/04/12	11/04/12	CBS Evening News Sun	CM	6-630P	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				CBS Evening News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$600.00		0.00			
E 17	WUSA	11/04/12	11/04/12	9 News @ 630p Sun	CM	630-7P	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				9 News @ 630PM Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$400.00		0.00			
E 30	WUSA	10/29/12	11/02/12	Letterman	CM	1135P-1237A	M-W-F--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
				Late Night with David Letterman(11:35 PM-12:35 XM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-W-F--		3				\$400.00		0.00			
E 31	WUSA	11/05/12	11/06/12	5-6a 9 News @ 5a	CM	5-6a	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
				9News @ 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$450.00		0.00			

Order / Rev: 683633
Alt Order #: 06143058
Flight Dates: 10/29/12 - 11/06/12

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	WUSA	11/05/12	11/06/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$450.00		0.00			
E 32	WUSA	11/05/12	11/06/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$500.00		0.00			
E 33	WUSA	11/05/12	11/06/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$300.00		0.00			
E 34	WUSA	11/06/12	11/06/12	Price Is Right The Price is Right	CM	11a-12p	-T-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$375.00		0.00			
E 35	WUSA	11/05/12	11/05/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$300.00		0.00			
E 36	WUSA	11/05/12	11/06/12	DT Soaps (12:30 PM-3:00 PM)	CM	9A-3P	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$400.00		0.00			
E 37	WUSA	11/06/12	11/06/12	4-5p Dr. Phil	CM	4-5p	-T-----	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$325.00		0.00			
E 38	WUSA	11/05/12	11/05/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$700.00		0.00			
E 39	WUSA	11/05/12	11/05/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$900.00		0.00			
E 40	WUSA	11/05/12	11/05/12	CBS Evening News CBS Evening News	CM	630-7p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$3,500.00		0.00			
E 41	WUSA	11/05/12	11/05/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$800.00		0.00			
E 42	WUSA	11/05/12	11/05/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$800.00		0.00			
E 43	WUSA	11/05/12	11/05/12	Mon Prime B Two and Half Men/Mike and Mo	CM	9-10P	M-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$12,000.00		0.00			
E 44	WUSA	11/05/12	11/05/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$2,500.00		0.00			
E 45	WUSA	11/05/12	11/05/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$400.00		0.00			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 45	WUSA	11/05/12	11/05/12	Letterman	CM	1135P-1237A	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
Late Night with David Letterman(11:35 PM-12:35 XM)															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 M----- 1 \$400.00 0.00															
														Totals 91 \$137,725.00	

REP: TEL# 703 528 7800 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS RPT. FROM REP

REP HEADLINE# 6143058

HARRIS RPT. FROM REP MAY14 / 12 14 . 47
***** WITNESS AT TV *****

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B/S	REP	LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	DATE	END DATE	CLS	SEC	PLAN	PRICE	RATE		STS		
															SPOT	CD			
															16 /	18 /	CD	SPOT	
																	SC#	23 /	/ LIN

PROGRAM :	EARLY SHOW	30	10/29	11/02	5
3	M-F	700A-900A			\$300.00

6	TU, TH	1200N-1230P	30 10/30 11/01	<i>✓3</i>	2	\$300.00
						2
PROGRAM : NOON NEWS						

7	FRI	1230P-300P	30	11/02	11/02	<i>123</i>	1	\$400.00
			PROGRAM :	CB SOAPS				

8	SUN	900A-1030A	30	11/04	11/04	1
						\$1,000.00
<i>PM</i>						1

9	M,W	300P-400P	30	10/29	10/31	2	\$225.00
<i>(17)</i>							

10 TU, TH 400P-500P 30 10/30 11/01
PROGRAM : DR PHIL 2 \$325.00

12	M-F	600P-630P	30	10/29	11/02	<i>f2</i>
PROGRAM :	6P NEWS					
			5	\$900.00		
						5

13	M-F	7000P-730P	30	10/29	11/02	\$800.00
						5
						5

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENC
ORDER WORKSHEET

FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. E

HARRIS RPT. FROM REB

FROM REE

MAY 14/12 14, 47

*** WUSA-TV ***

REF HEADLINE# 6143058

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGEN
ORDER WORKSHEET

FAX# 703 528 7880

CREDIT RISK !!!
HARRIS RPT.

T. FROM REI

EP MAY 14 / 12 14.47
*** WUSA-TV ***

REP HEADLINE# 6143058

REP: TEL# 703 528 7800
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET

FAX# 703 528 7880

REP HEADLINE# 6143058

HARRIS RPT. FROM REP MAY14/12 14.47
 *** WUSA-TV ***

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	BEGIN LNTH	END DATE	CLS 13/	SEC 14/	PLAN	PRICE 16/	SPT /WK	RATE SPOT 18/	STS, STATION CD	CD	SPOT SC# 23/ /LIN
				39		MON		600P-630P			30	11/05	11/05				1
PROGRAM : 6P NEWS																	
40		MON		630P-700P			30	11/05	11/05				1	\$3,500.00		1	
PROGRAM : CBS EVE NEWS																	
41		MON		700P-730P			30	11/05	11/05				1	\$800.00		1	
PROGRAM : 7P NEWS																	
42		MON		730P-800P			30	11/05	11/05				1	\$800.00		1	
PROGRAM : ET																	
43		MON		900P-1000P			30	11/05	11/05				1	12000.00		1	
PROGRAM : 2.5 MEN/MIKE&MOLLY																	
44		MON		1100P-1135P			30	11/05	11/05				1	\$2,500.00		1	
PROGRAM : 11P NEWS																	
45		MON		1135P-1235A			30	11/05	11/05				1	\$400.00		1	
PROGRAM : LETTERMAN																	
NOV/12				137725.00										CONTRACT TOTAL TOTAL SPOTS	137725.00 91		

MARKET TOTALS \$598,804 WUSA 23% WTTG 21% WJLA 19% WRC 35% WDCA 1% WDCW 1% CABL 0%

SVC- NSI
 DEMOS- RA35+*